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DERWENT-ACC-NO:

1999-167802

DERWENT-WEEK:

199915

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TITLE:

Database marketing information system for mall loyalty

reward credit card

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PATENT-FAMILY:

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LANGUAGE

PAGES

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ABSTRACTED-PUB-NO: CA 2237109A

BASIC-ABSTRACT:

NOVELTY - Customers sign up to mall <u>credit cards</u>, and their details are held on

a database (30) including the details of all sellers in a particular mall (20). Purchase data can then be recorded for each card holder. Holders receive <u>rewards</u> for making purchases, e.g. money back to the value of 1% of purchases

made outside the mall and 2% of purchases made inside the mall. The card may

also confer privileges from loyalty partners e.g. cheaper long distance telephone calls.

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USE - For storing and generating **promotional** information using **rewards** program

for shopping mall implemented on computer system with central database.

ADVANTAGE - Sellers operating in the mall need not agree to participate in the scheme.

DESCRIPTION OF DRAWING(S) - The drawing shows the system for processing transaction and providing <u>rewards</u> and privileges.

Mall 20

Database 30

CHOSEN-DRAWING: Dwg.1/27/2

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